

Rep Order#	6843859	Ver#	1	Status	New
EC'd	Yes				

Traffic Order#

Printed: 08/20/2012 10:09 AM  
Last Received: 08/20/2012 8:57 AM  
Showing Buylines: All Lines

1 of 3

Station KASA-TV ALBUQUERQUE, NM.  
Advertiser ( ) WILSON FOR NM SENAT  
Product Order  
Estimate# 821827  
Buyer Lindsay Hanlen  
Phone#  
Fax#

Agency ( ) SMART MEDIA GROUP  
814 KING STREET - SUITE 200  
ALEXANDRIA, VA 22314  
Agency C/P1/P2/E WLSN/ORDR/821827  
Flight Dates 08/21/2012 - 08/27/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) PHILADELPHIA  
Salesperson ( ) AMY MCCREARY  
  
Salesperson Phone# 215-568-6540  
Salesperson FAX# 215-568-1845

--- CONTRACT COMMENT ---

$$S^* = \bigcup S$$

In	Daypart	Program	Dates	# of Weeks	Total Cost	Len	Spots/Week	Day	Time	Total Spots	Rate
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1	Rating: 3.5	NWS13-FOX 2 B	08/25-08/25	1	\$325.00 4	:30	1	SA	930P-10P	1	\$325.00
2	Rating: 1.9	HOUSE	08/25-08/25	1	\$200.00 3	:30	1	SA	6P-7P	1	\$200.00
3	Rating: 1.2	AFHV	08/21-08/21	1	\$300.00 2	:30	2	TU	4P-5P	2	\$150.00
4	Rating: 1.2	AFHV	08/22-08/22	1	\$300.00 2	:30	2	W	4P-5P	2	\$150.00
5	Rating: 1.2	AFHV	08/23-08/23	1	\$300.00 2	:30	2	TH	4P-5P	2	\$150.00
6	Rating: 1.2	AFHV	08/24-08/24	1	\$300.00 2	:30	2	F	4P-5P	2	\$150.00
7	Rating: 1.2	AFHV	08/27-08/27	1	\$300.00 2	:30	2	M	4P-5P	2	\$150.00
8	Rating: 6.9	SYTYCD	08/22-08/22	1	\$2,000.00 3	:30	1	W	7P-9P	1	\$2,000.00
9	Rating: 2.8	MLB	08/25-08/25	1	\$200.00 2	:30	1	SA	2P-5P	1	\$200.00
10	Rating: 0.9	TMZ	08/21-08/21	1	\$200.00 2	:30	1	TU	530P-6P	1	\$200.00

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Ln	Daypart	Program	Dates	# of Weeks	Total Cost	Len	Spots/Week	Day	Time	Total Spots	Rate
11		TMZ	08/22-08/22	1	\$200.00	:30	1	W	530P-6P	1	\$200.00
Rating: 0.9											
12		TMZ	08/23-08/23	1	\$200.00	:30	1	TH	530P-6P	1	\$200.00
Rating: 0.9											
13		TMZ	08/24-08/24	1	\$200.00	:30	1	F	530P-6P	1	\$200.00
Rating: 0.9											
14		TMZ	08/27-08/27	1	\$200.00	:30	1	M	530P-6P	1	\$200.00
Rating: 0.9											
15		BONES	08/24-08/24	1	\$500.00	:30	1	F	7P-8P	1	\$500.00
Rating: 2.1											
16		NEWS9P	08/26-08/26	1	\$900.00	:30	1	SU	9P-930P	1	\$900.00
Rating: 5.6											

---REPORT TOTALS---  
 Report Totals: 21 / \$6,625.00

---SALES MONTHLY TOTALS---  
 Aug 12: 18 / \$6,125.00    Sep 12: 3 / \$500.00  
 Sales Totals: 21 / \$6,625.00  
 Station Totals: 21 / \$6,625.00  
 Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$220,833	CABL 0%	KASA 3%	KASY 1%	KLUZ 0%	KOAT 35%
		KOB 23%	KRQE 37%	KWBQ 1%		

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---COMPETITIVE COMMENTS---

EST SHARES

Books NOV12  
Demos RA35+

--- CREDIT RISK ---

CASH IN ADVANCE

# Spot Manager: All, 08/21/12-08/27/12

Order	Alt Order #	Estimate #	Date	Length	Priority	Air Time	Product	Ad-ID	Rate
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Station: KASA

Advertiser: POL/Wilson For NM Senate

Agency: Smart Media Group

Line: 1

Time Period: 930p-10p

199821 06843859 821827 08/25/12 :30 P4 Order \$325.00

Line: 2

Time Period: 6p-7p

199821 06843859 821827 08/25/12 :30 P3 Order \$200.00

Line: 3

Time Period: 4p-5p

199821 06843859 821827 08/21/12 :30 P2 HW0612TV 4:21:26 PM Order \$150.00

199821 06843859 821827 08/21/12 :30 P2 HW0612TV 4:52:34 PM Order \$150.00

\$300.00

\$300.00

Line: 4

Time Period: 4p-5p

199821 06843859 821827 08/22/12 :30 P2 HW0612TV 4:45:03 PM Order \$150.00

199821 06843859 821827 08/22/12 :30 P2 HW0612TV 4:15:26 PM Order \$150.00

\$300.00

\$300.00

Line: 5

Time Period: 4p-5p

199821 06843859 821827 08/23/12 :30 P2 4:14:26 PM Order \$150.00

199821 06843859 821827 08/23/12 :30 P2 4:46:33 PM Order \$150.00

\$300.00

\$300.00

Line: 6

Time Period: 4p-5p

199821 06843859 821827 08/24/12 :30 P2 4:46:18 PM Order \$150.00

199821 06843859 821827 08/24/12 :30 P2 4:15:41 PM Order \$150.00

\$300.00

\$300.00

Line: 7

Time Period: 4p-5p

199821 06843859 821827 08/27/12 :30 P2 4:13:41 PM Order \$150.00

199821 06843859 821827 08/27/12 :30 P2 4:44:33 PM Order \$150.00

\$300.00

\$300.00

Line: 8

Time Period: 7p-9p

199821 06843859 821827 08/22/12 :30 P3 7:47:50 PM Order \$2,000.00

\$2,000.00

\$2,000.00

Line: 9

Time Period: (2:00:00 PM-5:00:00 PM)

199821 06843859 821827 08/25/12 :30 P2 Order \$200.00

\$200.00

\$200.00

Line: 10

Time Period: 530p-6p

199821 06843859 821827 08/21/12 :30 P2 5:53:56 PM Order \$200.00

HW0612TV \$200.00

[Sorted by: Line]

# Spot Manager: All, 08/21/12-08/27/12

Order	Alt Order #	Estimate #	Date	Length	Priority	Air Time	Product	Ad-ID	Rate
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Station: KASA  
Advertiser: POL/Wilson For NM Senate  
Agency: Smart Media Group

Line: 10

Line: 11

Time Period: 530p-6p  
199821 06843859 821827 08/22/12 :30 P4 5:51:24 PM Order HW0612TV \$200.00

Line: 12

Time Period: 530p-6p  
199821 06843859 821827 08/23/12 :30 P4 5:43:56 PM Order \$200.00

Line: 13

Time Period: 530p-6p  
199821 06843859 821827 08/24/12 :30 P4 5:51:18 PM Order \$200.00

Line: 14

Time Period: 530p-6p  
199821 06843859 821827 08/27/12 :30 P4 5:58:55 PM Order \$200.00

Line: 15

Time Period: 7p-8p  
199821 06843859 821827 08/24/12 :30 P3 7:31:20 PM Order \$500.00

Line: 16

Time Period: 9p-930p  
199821 06843859 821827 08/26/12 :30 P3 9:09:00 PM Order \$900.00

Line: 17

Time Period: 9p-930p  
199821 06843859 821827 08/26/12 :30 P3 9:09:00 PM Order \$900.00

Line: 18

Time Period: 9p-930p  
199821 06843859 821827 08/26/12 :30 P3 9:09:00 PM Order \$900.00

Line: 19

Time Period: 9p-930p  
199821 06843859 821827 08/26/12 :30 P3 9:09:00 PM Order \$900.00

Line: 20

Time Period: 9p-930p  
199821 06843859 821827 08/26/12 :30 P3 9:09:00 PM Order \$900.00

Line: 21

Time Period: 9p-930p  
199821 06843859 821827 08/26/12 :30 P3 9:09:00 PM Order \$900.00

Line: 22

Time Period: 9p-930p  
199821 06843859 821827 08/26/12 :30 P3 9:09:00 PM Order \$900.00

Line: 23

Time Period: 9p-930p  
199821 06843859 821827 08/26/12 :30 P3 9:09:00 PM Order \$900.00

Line: 24

Time Period: 9p-930p  
199821 06843859 821827 08/26/12 :30 P3 9:09:00 PM Order \$900.00

[Sorted by: Line]

# AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

☒ FEDERAL CANDIDATE ☐ STATE/LOCAL CANDIDATE

To Avail Themselves of The Lowest Unit Charge During a Political Window, Federal Candidates Must Sign The Certification On Page 3

Station and Location:	Date:
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I, Smart Media Group,  
being/on behalf of: Heather Wilson, a legally  
qualified candidate of the Republican political  
party for the office of: US Senate  
in the General  
election to be held on: 11/6/2012  
do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
see attached					

Total Charges:

# CANDIDATE CERTIFICATION

In Order for Federal Candidates to Receive the Lowest Unit Charge During a Political Window, the Following Certification is Required:

I, Heather Wilson  
 (name of federal candidate or authorized committee) hereby certify that the programming to be broadcast (in whole or in part) pursuant to this agreement:

☒ does ☐ does not

refer to an opposing candidate (check applicable box). I further certify that for the programming that does refer to an opposing candidate:

(check applicable box)

☐ the radio programming contains a personal audio statement by the candidate that identifies the candidate, the office being sought, and that the candidate has approved the broadcast.

☐ the television programming contains a clearly identifiable photograph or similar image of the candidate for a duration of at least four seconds, and a simultaneously displayed printed statement identifying the candidate, that the candidate approved the broadcast, and that the candidate and/or the candidate's authorized committee paid for the broadcast.

signature of candidate or authorized committee

printed name

date

For programming that, in whole or in part, "communicates a message relating to any political matter of national importance," list the matters below:

I represent that the payment for the above described broadcast time has been furnished by:

Wilson for Senate

and you are authorized to announce the time as paid for by such person or entity.  
I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

Mark Jarmie

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

**To Be Signed By Candidate or Authorized Committee**

Date 7/31/12 Signature [Signature]

☐ Accepted ☐ Accepted in Part ☐ Rejected

**To Be Signed By Station Representative**

Signature \_\_\_\_\_ Printed Name \_\_\_\_\_ Title \_\_\_\_\_